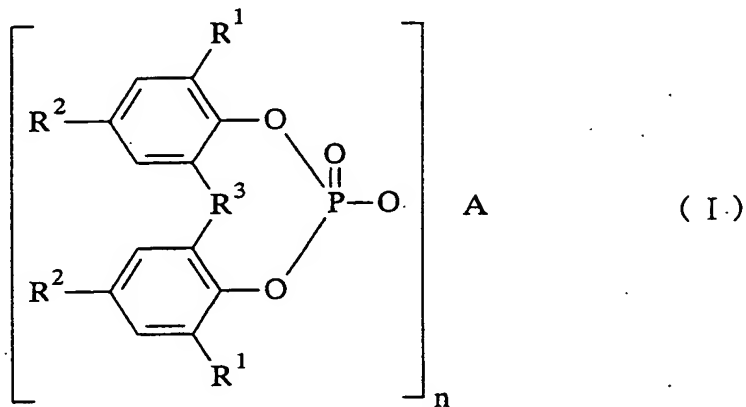


Abstract

A nucleating agent containing a phosphoric acid aromatic ester metal salt represented by formula (I) and having an average major-axis length of 10 μm or less, an average aspect ratio of 10 or less, and a bulk specific gravity of 0.1 or more:



(wherein R^1 represents C4-C8 alkyl group, R^2 represents hydrogen or C1-C8 alkyl group, R^3 represents C1-C4 alkylidene group, A is a metal having a valence of n, and n is an integer of 1 or 2). The nucleating agent exhibits excellent handling property when incorporated into a resin, and is highly effective in improving transparency and mechanical strength of the resin containing the agent.